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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/812,845

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Masanobu Kanazawa

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SUITE 700

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EXAMINER

CUFF, MICHAEL A

ART UNIT

PAPER NUMBER

3627

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DELIVERY MODE

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PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 09/812,845	Applicant(s) KANAZAWA, MASANOBU	
	Examiner Michael Cuff	Art Unit 3627	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 05 November 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-3 and 5-22 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-3 and 5-22 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-3 and 5-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over King et al. (5,319,542) in view of Cohn et al. (PG Pub 2002/0010651) and Doss (US patent 6,415,263)

King shows all of the limitations of the claims except for specifying the particular access control of judging if a customer is a member of a particular group based upon an address/URL or route used by the customer to gain access and a certification information storage unit for storing information for certifying a constituent member of a particular group and providing a first lower price and a second higher price at the member URL.

King et al disclose a system for ordering items from an electronic catalogue including a public catalogue 106 (second prices) and a private catalogue 110 for selling items at special prices (first prices) to special groups that have volume purchase agreements or corporate contract discounts or are special trading partners, see col. 4, lines 15-25. King et al also disclose in col. 5, lines 6-10 that customer access control is used to inhibit or permit access to particular databases.

Cohn et al. teaches a system and method for establishing business-to-business connections via the Internet. The Cohn invention relates to the field of business-to-business connections on the Internet and more specifically to an apparatus and method for connecting vendors and buyers by providing a comprehensive and searchable on-line directory of vendors and a means by which buyers can contact those vendors with requests for proposals, quotes, or information through the creation of a Web community composed of Partner or Private Label Web sites. Figures 1 and 2 show a centralized database providing data sharing to be used in a series of Private Labeled Interfaces 4 or PLIs (first network address, second network address, and so on as PLI-1, PLI-2, ...). Paragraph [0051] teaches “pushed” data is more efficient than “pulled” data. Paragraph [0004] teaches the need to build a unique brand affiliation without the aide of an established business relationship with its potential customer base. From paragraph [0148], “If the requesting URL contains the canonical form of the Web site address, then that value would be found in the URL field of the Partner table;”. (The system uses user ID, the URL/path/route of the PLI, and the partner table to judging if a customer is a member of a particular group, a member of the PLI) After the judging of who the customer is (from paragraph [0151] the partner branding information is loaded into the memory-resident cache, the PBF can generate Web pages using the customized PLI branding configuration. Paragraph [0145] teaches matrix_usnam and matrix_passwd variables are the username and password used with the connection string to access the database (certification information storage unit).

Based on the teaching of Cohn et al., it would have been obvious to one of ordinary skill in the art, at the time the invention was made, to modify the private catalogs of the King system to centralize data like Cohn et al. in order to take advantage that “pushed” data is more efficient than “pulled” data and to co-brand the King private catalogs in order to build a unique brand affiliation without the aide of an established business relationship with its potential customer base.

Doss teaches a system for determining and displaying product pricing. Figure 2B shows a price (second higher price) and a sale price (first lower price). Both prices are displayed in order to make the customer feel better about the purchase.

Based on the teaching of Doss, it would have been obvious to one of ordinary skill in the art, at the time the invention was made, to modify the private catalogs of the King system to display both the normal prices and the special prices offered to the special groups in order to make the customer feel better about the purchase and encourage membership in the special group.

Response to Arguments

Applicant's arguments with respect to all claims have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Cuff whose telephone number is (571) 272-6778. The examiner can normally be reached on 8:00 to 5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ryan Zeender can be reached on (571) 272-6790. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Michael Cuff/
Primary Examiner, Art Unit 3627